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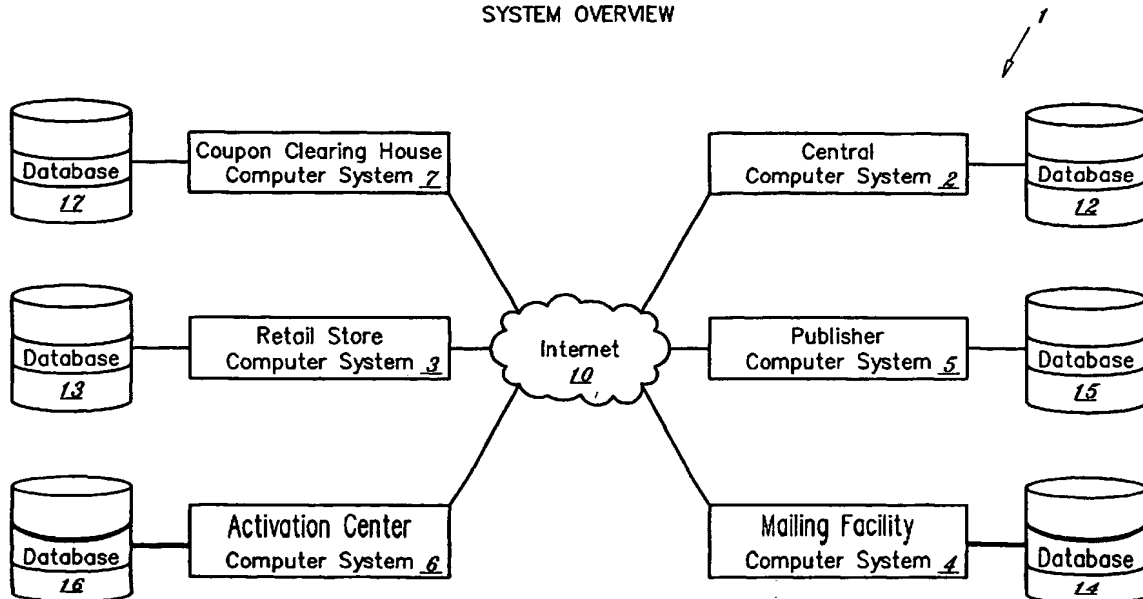
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(54) Title: TARGETED MARKETING FOR SUBSCRIPTIONS

SYSTEM OVERVIEW



(57) Abstract: A system and method for utilizing point of sale data to target individuals with invitations for magazine subscriptions. A consumer receives an invitation for a magazine subscription and can purchase a magazine subscription in a retail store. When the consumer purchases a subscription at a retail store, they receive a cash incentive redeemable at the store. Consumers are made offers depending on selecting criteria including purchasing a magazine or being in the top percentage of spenders.